

# 5<sup>th</sup> International East meets West Conference

Vienna, Austria



## BREAKING THROUGH THE GLASS CEILING

SO/ VIENNA, Praterstrasse 1, 1020 Vienna, Austria

**June 14, 2019**

The 2019 East meets West Conference is the 5<sup>th</sup> annual signature meeting of the East meets West network and welcomes people from over 20 European countries and overseas delegations. Once again an international public will have the unique opportunity to discuss LGBTI topics with a social and business focus and enjoy an environment for efficient networking. Join the 5th Conference and meet the East meets West network of entrepreneurs, corporates, NGOs, ERG's and diplomatic representatives of which many join us for the first time! **The dress-code is as always business casual.**

## Program

The Business world remains the ultimate **glass ceiling** the LGBTI community needs to break through. Despite business being the biggest influencer of **social change**, by now we all only scratched the surface of its potential. The Conference will tell you how to break through this **final barrier, this ultimate glass ceiling.**

The agenda is filled with a variety of topics, treated by **international speakers** who will not only cover specific subjects, but gradually they will lead you to a better understanding of the Conference's theme. It will become clear how also you can contribute in giving the LGBTI business community the necessary push to get their **rightful place in the business community.**



East meets West wants to offer the participants of the Conference the most valuable program possible. We keep working on this continuously and please consider this version of the agenda as is on May 5th. Updates, making the program even richer, might be expected.

**8:30 – 9:00**

### Registration

Collect your badge, have your tea or coffee and start networking.

**9:00 – 9:30**

### Official Opening

Welcoming the participants of the 5th International East meets West Conference.

- *Hannes Mösenbacher, CRO and Member of the Board at Raiffeisen Bank International, Austria*

### Message of the Co-Founders & Supporting Partners

Pavel and Ludo together with the Supporting Partners welcoming all participants in their unique style and introducing the theme of the Conference.

- *Ludo Swinnen, Pavel Šubrt, Co-founders of East meets West*
- *2019 Conference Supporting Partners*

9:30 – 10:30

## **A Look from the East and a Look from the West**

This is an East meets West Conference 'Classic'. We use our large network to invite two representatives from Western Europe and two delegates from the Eastern part of Europe. In a panel discussion, they share with you unexpected but always realistic updates on the happenings in their local LGBTI communities.

- *Fabienne Stordiau, Managing Director at All Round Team, Germany*
- *Alf Kjeller, Senior Project Lead at EuroPride 2018, Sweden*
- *Mamikon Hovsepyan, Executive Director at Pink Armenia, Armenia*
- *Stefan Petrovski, Communication Manager at Subversive Front, Macedonia*

10:30 – 11:00

\_\_\_\_\_ *Coffee Break* \_\_\_\_\_

11:00 – 11:30

## **Underrepresented Minorities in the Business Environment**

Looking at today's business world, we see a very traditional environment with many minorities trying to break through this famous glass ceiling! What to say about the place of women on a managerial or board level or the misconceptions about the valuable role elderly and disabled people can play in any business. Recently we were confronted with skilled refugees and migrants and their challenge to find their role in the business world.

- *Mayank Shah, Founder and CEO at MSDUK, The United Kingdom*

11:30 – 12:00

## **Channels of Influence**

More and more Corporate businesses recognize they have the responsibility and the power to drive social change, also for the LGBTI community. Diversity Charters and the UN Standards of Conduct define how to act in the Public Sphere on LGBTI Inclusions and an increasing number of companies sign such declarations. Unfortunately, sometimes Corporates turn this support into pure commercial gain, called 'Pinkwashing'. By providing a framework of so-called 'Channels of Influence', Open for Business shows how Corporates can and should use their leverage.

- *Jon Miller, Founder of Open for Business and Partner at Brunswick, The United Kingdom*

12:00 – 12:50

\_\_\_\_\_ *Networking Lunch* \_\_\_\_\_

12:50 – 13:00

## **Breaking Through the Glass Ceiling**

Pavel & Ludo introduce the 2<sup>nd</sup> part of the day, sharing their findings from working already a longer time on the topic of LGBTI Business.

- *Ludo Swinnen, Pavel Šubrt, Co-founders of East meets West*

13:00 – 13:45

## **LGBTI ERGs: Just Copy, Paste and Start!**

The first actors when 'breaking through the ceiling' are the LGBTI ERGs (Employee Resource Groups). Such LGBTI groups that work within a company have the power to influence the LGBTI agenda within their working environment. Setting-up and using an ERG is easier than you might think We are happy to share with you three positive experiences by ERGs and give you one advice, just copy & paste!

- *Deb Bubb, Chief Leadership, Learning and Inclusion Officer at IBM, USA*
- *Alex Nusselt, Co-founder of the Global Siemens PRIDE Network, Germany*
- *Melinda Miklos, CEO at WeAreOpen, Hungary*
- *Martin Mesenhuber, Co-founder of the EMBRACE Network at Raiffeisen Bank International and member of BRich, Austria*

13:45 – 14:30

## **LGBTI NGOs: Cracking the Glass**

NGOs are and have been since ever the driving motor in improving the social status of their local LGBTI communities. Some of them reached their objectives, some are still fighting for basic rights. But we see also that many NGO's are looking to extend their focus and reach out to Corporates, and become more active in a business oriented environment.

- *Czeslaw Walek, Chairman of the Prague Pride, Czech Republic*
- *Dragana Todorovic, Executive Director at ERA – LGBTI Equal Rights Association for Western Balkans and Turkey*
- *Yves Aerts, Executive Director of Cavaria, Belgium*
- *Simeon Vasilev, Chairman and Co-founder of GLAS Foundation, Bulgaria*

14:30 – 15:00

\_\_\_\_\_ *Energy Break* \_\_\_\_\_

15:00 – 16:00

## It Takes 2 to Tango

There are 2 key players that finally must be connected. First, the small & medium LGBTI businesses that need to come out and understand the benefits of such a move. Second, the Corporate players that need to create the space to develop an inclusive and diverse supply chain. The essential question we must ask is quite basic, but crucial: what is the motivation for both players to make this move and go for such a cooperation?

- *Peter Zerp, Supplier Inclusion & Diversity Manager at Accenture, The Netherlands*
- *Iago Romero Ogando, Co-Founder of Urban Data Eye, Spain*
- *Laco Hudec Šubrt, Founder of VecizVeci.cz, Czech Republic*
- *Armin Kohlberger, Founder of Armin Kohlberger Fitness, Austria*

16:00 – 16:45

## LGBTI Chamber of Commerce as an Answer

We can conclude that we can only succeed to really break through the glass ceiling if we offer, as well to the small LGBTI businesses as to the large corporates a national and European forum with a good knowledge of their business environment. We are proud to introduce EGLCC (The European LGBTI Chamber of Commerce), the umbrella organisation that plants locally the seeds and grows from there the national LGBTI Chambers.

- *Ludo Swinnen, Pavel Šubrt, Co-founders of East meets West*
- *Tobias Holfelt, President of the Scandinavian Gay & Lesbian Chamber of Commerce, Sweden*
- *Norbert M. Grillitsch, Member of the Board at the Italian GLBT Business Chamber, Italy*

16:45 – 17:00

Setting the Stage

17:00 – 17:50

## The First EGLCC Match-making Session

Reserve your seat at the Match-making!

You certainly know what speed-dating is? We bring you a business version of speed-dating. It is the 1<sup>st</sup> time organised in continental Europe, with a proven track record, as it is a unique opportunity to talk person to person between small and large businesses. It is Supplier Diversity in action!

- *Corporate Representatives, LGBTI Chamber Leaders and small LGBTI Businesses*

17:50 – 18:00

## Closing Words

- *Ludo Swinnen, Pavel Šubrt, Co-founders of East meets West*

18:00 – 20:00

## Reception

East meets West and the EGLCC invite you to celebrate the unique experience of the 5<sup>th</sup> International East meets West Conference. In the relaxing environment of SO/ Vienna we offer you the space to continue to network and why not to make concrete plans for the future and finally "break through the glass ceiling".

- *By invitation only or with East meets West Conference Pass*

# The Venue

We are proud to share the Venue of this year's East meets West Conference, the **Hotel SO/ Vienna**. Situated at the banks of the Danube Canal, it is a spectacular distinctive feature building in the heart of the city of Vienna. Designed by The Ateliers of Jean Nouvel and only opened in 2011, its bright ceilings shine down to the streets. The front facade slopes over the entrance and the walls are pure glass over the 5-story lobby... the perfect place to try to "Break through the glass ceiling", the theme of our conference. We are happy to welcome you there.

**SO/ Vienna**

**Praterstrasse 1, 1020 Vienna, Austria**

[www.so-vienna.com](http://www.so-vienna.com)



# Supporting Partners

as of 05/2019

Organising the 5<sup>th</sup> International East meets West Conference in Vienna would not be possible without the kind support of the following partners:

Venue  
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## 2019 Edition of EmW Goodie Bags

For the 2019 Conference Goodie Bags, East meets West partnered up with a young LGBTI owned and managed business called "VecizVeci". It specializes in the manufacturing of fashion handbags and conference bags made of recycled materials and this way became a trendsetter of progressive utilization of textiles. VecizVeci (Pieces from Pieces, as its actual title indicates), symbolizes the recycling and creating of things from things that already have a former existence and a story to tell like your favourite shirt or jeans. East meets West is happy and proud to share with the conference participants the products of this innovative start-up and keep a positive memory of our event beyond the Conference day.

<https://www.vecizveci.cz/>



## More about Vienna

When planning your participation, why not prolong it with few extra days and enjoy the unique Vienna atmosphere and of course, not to forget, Vienna is the host city of the 2019 EuroPride. On June 15 the Viennese Rainbow Parade will pass along Wiener Ringstrasse already for the 23<sup>rd</sup> time. As an appetizer, we add here useful links from EuroPride and the Vienna Tourist Board:

<https://europride2019.at/>

<https://www.wien.info/media/files/gay-lesbian-guide-wien-de-en.pdf>

<https://www.wien.info/en/vienna-for/gay-lesbian>

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VIENNA  
NOW ♦ FOREVER



# Registration

The Conference Pass entitles you to enjoy the rich full-day program filled with interesting speakers and unlimited networking opportunities. High level cuisine prepared by SO/ Vienna are included. Each conference participant will also receive the 2019 Edition of our East meets West Goodie Bag.

from  
**69 €**

**Register here**

**Register under:** <https://eastmeetswest2019.eventbrite.com>

East meets West understands that sometimes the participation of an NGOs or an individual might need an extra support. Do contact us under [info@eastmeetswest.eu](mailto:info@eastmeetswest.eu) and find out more about the conditions to enjoy our special **fee-waver program**.

## Supporting Program

*Are you in town the evening before the Conference? East meets West offers you also the chance to be part of an early networking opportunity. Details for **afternoon and evening of Thursday, June 13**, will be announced soon. This supporting program is free of charge for all registrants.*

## The Hotel of Preference

Arriving to the 2019 East meets West Conference from abroad? Our international guests can use the special conditions at one of the two hotels of the Accor Group. Opened only in 2017 in Vienna, directly by the Vienna main train station, right in the heart of the Belvedere district, experience either the 4-star comfort of the **Novotel Wien Hauptbahnhof** or the contemporary comfort of the **ibis Wien Hauptbahnhof**.

ibis Wien Hauptbahnhof \*\*\* EUR 93,00 single / EUR 116,00 double room

Novotel Wien Hauptbahnhof\*\*\*\* EUR 139,00 single / EUR 160,00 double room

(all mentioned rates are per room and night and incl. full buffet breakfast, all taxes and service charges)

Book directly at the hotel by emailing to [H8565@accor.com](mailto:H8565@accor.com) and referring to East meets West Conference. For further details or questions, call +43 1 909 2266 or get in touch with us at East meets West under [events@eastmeetswest.eu](mailto:events@eastmeetswest.eu). **The special conditions are valid until 20.5.2019.**



## About East meets West

*Founded in 2013 in Vienna, Austria, East meets West is a network of LGBTI professionals from Western & (primarily) Eastern Europe. East meets West facilitates the exchange of ideas, the sharing of best practices and generates mutual inspiration to improve the social acceptance of LGBTI men and women in the different countries. The East meets West brand has two pillars. East meets West Social has a catalyst function in the LGBTI organizational ecosystem by connecting NGOs, diplomatic representatives, officials, corporate players, entrepreneurs and variety of other inspiring personalities. East meets West Business is the facilitator of awareness on LGBTI businesses and that LGBTI men and women can be successful entrepreneurs and become role models inside and outside the LGBTI community. East meets West is also the founding member of the EGLCC, The European LGBTI Chamber of Commerce.*



Ludo Swinnen  
Pavel Šubrt  
**Co-founders**



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